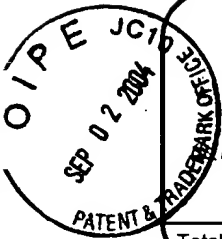


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TRANSMITTAL FORM

to be used for all correspondence after initial filing)

TRANSMITTAL FORM	Application Number	09/558,945	
	Filing Date	April 26, 2000	
	First Named Inventor	Kepecs, Jonathan	
	Group Art Unit	3624	
	Examiner Name	Patel, Jagdish	
Total Number of Pages in This Submission	6	Attorney Docket Number	018477-000510US

ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): 1) Return receipt postcard 2) PTO/SB/17 fee transmittal form 3) Thirty-seven (37) references
Remarks The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430. Total number of pages <u>does not</u> include cited references.		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm and Individual name	Townsend and Townsend and Crew LLP Tyrome Y. Brown		Reg No. 46,580
Signature			
Date	August 23, 2004		

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:			
Typed or printed name	Christopher R. Fitting		
Signature		Date	August 31, 2004

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60291158 v1

FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

Complete if Known

Application Number 09/558,945
 Filing Date April 26, 2000
 First Named Inventor Kepecs, Jonathan
 Examiner Name Patel, Jagdish
 Art Unit 3624
 Attorney Docket No. 018477-000510US

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 180

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit
Account
Number

20-1430

Deposit
Account
Name

Townsend and Townsend and Crew LLP

The Director is authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) or any underpayment of fee(s)☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1001	770	2001 385 Utility filing fee	
		1002	340	2002 170 Design filing fee	
		1003	530	2003 265 Plant filing fee	
		1004	770	2004 385 Reissue filing fee	
		1005	160	2005 80 Provisional filing fee	

SUBTOTAL (1)

(\$)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
	** =		
Independent Claims	** =		
Multiple Dependent	X		

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
		1202	18	2202 9 Claims in excess of 20
		1201	86	2201 43 Independent claims in excess of 3
		1203	290	2203 145 Multiple dependent claim, if not paid
		1204	86	2204 43 ** Reissue independent claims over original patent
		1205	18	2205 9 ** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2)

(\$)

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1051	130	2051 65 Surcharge - late filing fee or oath	
		1052	50	2052 25 Surcharge - late provisional filing fee or cover sheet.	
		1053	130	1053 130 Non-English specification	
		1812	2,520	1812 2,520 For filing a request for reexamination	
		1804	920*	1804 920* Requesting publication of SIR prior to Examiner action	
		1805	1,840*	1805 1,840* Requesting publication of SIR after Examiner action	
		1251	110	2251 55 Extension for reply within first month	
		1252	420	2252 210 Extension for reply within second month	
		1253	950	2253 475 Extension for reply within third month	
		1254	1,480	2254 740 Extension for reply within fourth month	
		1255	2,010	2255 1,005 Extension for reply within fifth month	
		1401	330	2401 165 Notice of Appeal	
		1402	330	2402 165 Filing a brief in support of an appeal	
		1403	290	2403 145 Request for oral hearing	
		1451	1,510	1451 1,510 Petition to institute a public use proceeding	
		1452	110	2452 55 Petition to revive - unavoidable	
		1453	1,330	2453 665 Petition to revive - unintentional	
		1501	1,330	2501 665 Utility issue fee (or reissue)	
		1502	480	2502 240 Design issue fee	
		1503	640	2503 320 Plant issue fee	
		1460	130	1460 130 Petitions to the Commissioner	
		1807	50	1807 50 Petitions related to provisional applications	
		1806	180	1806 180 Submission of Information Disclosure Stmt	180
		8021	40	8021 40 Recording each patent assignment per property (times number of properties)	
		1809	770	2809 385 Filing a submission after final rejection (37 CFR § 1.129(a))	
		1810	770	2810 385 For each additional invention to be examined (37 CFR § 1.129(b))	
		1801	770	2801 385 Request for Continued Examination (RCE)	
		1802	900	1802 900 Request for expedited examination of a design application	


Other fee (specify) _____

*Reduced by Basic Filing Fee Paid SUBTOTAL (3)

(\$180)

SUBMITTED BY

Complete (if applicable)

Name (Print/Type) Tyrome Y. Brown Registration No. (Attorney/Agent) 46,580 Telephone 650-326-2400
 Signature  Date August 23, 2004

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Attorney Docket No.: 018477-000510US PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Jonathan Kepecs

Application No.: 09/558,945

Filed: April 26, 2000

For: SYSTEM AND METHOD FOR
INVERTED PROMOTIONS

Examiner: Jagdish Patel

Art Unit: 3624

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT UNDER 37
CFR §1.97 and §1.98

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The references cited on the attached PTO/SB/08A and PTO/SB/08B forms are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

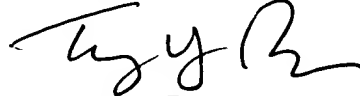
As provided for by 37 CFR 1.97(g) and (h), no representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information, and no inference should be made that the information and references cited are, or are considered to be material to patentability because they are in this statement. No inference should be made that the information and references cited are prior art merely because they are in this statement.

09/02/2004 MBLAND 00000033 201430 09558945

01 FC:1806 180.00 DA

This IDS is being filed before the mailing date of the final Office Action or Notice of Allowance. Please charge the IDS fee of \$180 to Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Tyrome Y. Brown
Reg. No. 46,580

TOWNSEND and TOWNSEND and CREW LLP
Two Embarcadero Center, Eighth Floor
San Francisco, California 94111-3834
Tel: 650-326-2400
Fax: 650-326-2422
TYB:crf

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1

of

2

Complete if Known

Application Number	09/558,945
Filing Date	April 26, 2000
First Named Inventor	Kepecs, Jonathan
Art Unit	3624
Examiner Name	Jagdish Patel
Attorney Docket Number	018477-000510US

U.S. PATENT DOCUMENTS+

Examiner Initials*	Cite No. ¹	Document Number Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	AA	US-6,330,543	12-11-2001	Kepecs	
	AB	US-6,237,145	05-22-2001	Narasimhan et al.	
	AC	US-6,076,068	06-13-2000	DeLapa et al.	
	AD	US-6055,573	04-25-2000	Gardenswartz et al.	
	AE	US-6,044,362	03-28-2000	Neely	
	AF	US-6,039,244	03-21-2000	Finsterwald	
	AG	US-6,029,139	02-22-2000	Cunningham et al.	
	AH	US-6,026,370	02-15-2000	Jermyn	
	AI	US-6,014,638	01-11-2000	Burge et al.	
	AJ	US-6,014,634	01-11-2000	Scroggie et al.	
	AK	US-5,974,399	10-26-1999	Giuliani et al.	
	AL	US-5,970,469	10-19-1999	Scroggie et al.	
	AM	US-5,956,694	09-21-1999	Powell	
	AN	US-5,924,080	07-13-1999	Johnson	
	AO	US-5,923,016	07-13-1999	Fredregill et al.	
	AP	US-5,909,023	06-01-1999	Ono et al.	
	AQ	US-5,907,830	05-25-1999	Engel et al.	
	AR	US-5,903,874	05-11-1999	Leonard et al.	
	AS	US-5,855,007	12-29-1998	Jovicic et al.	
	AT	US-5,761,648	06-02-1998	Golden et al.	
	AU	US-5,638,457	06-10-1997	Deaton et al.	
	AV	US-5,467,269	11-14-1995	Flaten	
	AW	US-5,430,644	07-04-1995	Deaton et al.	
	AX	US-5,380,991	01-10-1995	Valencia et al.	
	AY	US-5,201,010	04-06-1993	Deaton et al.	
	AZ	US-5,185,695	02-09-1993	Pruchnicki	
	BA	US-5,117,355	05-26-1992	McCarthy	
	BB	US-4,949,256	08-14-1990	Humble	
	BC	US-4,941,090	07-10-1990	McCarthy	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document			Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³	Number ⁴	Kind Code ⁵ (if known)				
	BD	WO	00/41115	A1	07-13-2000			<input type="checkbox"/>
	BE	WO	99/26176	A1	05-27-1999			<input type="checkbox"/>
	BF	WO	99/12115	A1	03-11-1995			<input type="checkbox"/>
	BG	WO	95/21428	A1	08-10-1995			<input type="checkbox"/>
	BH	WO	85/01373	A1	03-28-1985			<input type="checkbox"/>

Examiner
SignatureDate
Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² Kind Codes of U.S. Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.



Substitute for form 1449B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Application Number	09/558,945
				Filing Date	April 26, 2000
				First Named Inventor	Kepecs, Jonathan
				Art Unit	3624
				Examiner Name	Jagdish Patel
Sheet	2	of	2	Attorney Docket Number	018477-000510US

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	BI	BECK, J., "3 Types of Systems Drive Coupon Programs," <u>Supermarket News</u> , 37:48 (1987).	
	BJ	BROWN et al., " , " <u>J. Bus. Ethics</u> , 11(2):105-114 (1992).	
	BK	TAYLOR, S. "Don't Become Confined by 'The Box,'" <u>Advertising Age</u> , 68:26 (1997).	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.